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Ecommerce Essentials



Excellence in Marketing Automation with no Marketing Team Required

To boost sales online, you know you need to communicate more with your customers as individuals, through personalized marketing. But you don't have time to monkey around connecting data feeds or creating customer scenarios and workflows. Probance Ecommerce Essentials delivers fully automated and personalized marketing that frees you up to run your business.

You get the power of cross-channel campaign management for the cost of a DIY email tool, and in a fraction of the set-up time of other high-end solutions.

- ✓ Easy-to-use
- ✓ Fully automated
- ✓ 11 ready-to-go workflows and scenarios
- ✓ Customized to your business
- ✓ Contractual commitment to real results
- ✓ Real revenue boosts - guaranteed
- ✓ Delivered in record time
- ✓ As affordable as entry-level email platforms

Designed for emerchants with no dedicated marketing team, running Shopify, PrestaShop, WooCommerce or Oxatis*.

- Zero setup fees
- Zero hidden costs
- Zero risk
- Unique contractual ROI guarantee
- Unlimited email
- SMS: Pay only for what you use

*Running another platform? Data coming from different sources? The Ecommerce Growth Solution is for you.

Everything You Need to Increase Your Online Sales

Rich Data Library

We build a rich customer and product database customized to your data, your requirements.

Integration

We take care of all integration with your customer and product data, and your CMS.

Scenarios

A complete set of 11 best-practice customer journeys and triggers that we fully tailor to your business and data.

AI-Powered Product Recommendations

Optimized in real-time using rich customer and product data.

Hands-off Automation

We run it with our AI for you. You have nothing to do except check your report Monday to see your results.

Unlimited Emails

No charges for up to 5,000 subscribers.

SMS

Pay only for what you use.

Ongoing Optimization

We take care of AB testing, content and creative.

Support

Reports, deliverability monitoring, post-onboarding check, office hours support in your language.

Contractual Commitment to Results

Because we are in control of the platform, we commit to your business results. For real ROI.



Your Customers See Every Message as a Service

With typical marketing platforms, you have to define all the workflows yourself. With the Probance Ecommerce Essentials solution, you get 11 best-practice marketing scenarios that we continuously fine-tune to your business.

Increase conversion and revenue



Post-Visit Remarketing

Identify your visitors' individual interests based on their browsing. Recommend the most relevant products. Reminder sequences can be fully configured and optimized via test-and-learn.



Basket Recovery

Recover lost revenue. Convert more visitors with relevance. Automatically exclude articles that have since converted. If articles are no longer available, Probance can recommend substitutes.



Up-Sell, Cross-Sell

Offer complementary or upgraded products. Use Probance's next-best recommendation algorithms or combine them with your own business rules.



Re-Sell

Sell consumables more effectively. Send reminder messages based on the product life-cycle and on individual buying habits.

Reinforce customer lifecycle



Birthdays & Milestones

Send marketing messages based on the customer's birthday or a relationship milestone. Can include personalized offers and discount codes.



Onboarding & Welcome Journeys

Help new customers discover your brand and what you have to offer. Grow sales from day one. Probance offers rich, fully-configurable sequences that you can test and optimize over time.



Customer Reactivation

Reactivate dormant customers. Recover lost revenue. Improve database hygiene and email deliverability.

Delight your customers



New Product Alerts

Send customers automatic newsletters with new products tailored to their individual predicted interests.



Price Change Alerts

Automatically notify customers of price drops when they show recent interest (abandoned basket or navigation).



Back in Stock Alert

Automatically target consumers who intend to purchase when relevant products are available again.

Effortless Customer Engagement



Fully-Automated Regular Newsletters

Automatically send newsletters highlighting new products, price drops, best sellers in the customer's predicted preferred categories. Everything is fully configurable and fully personalized based on recommendation algorithms and business rules. Results can be optimized using AB testing.

Out-of-Box Support For



Rolled-up Delivery to Give You More, in Less Time

Using our AI, we've automated the steps required to get a solution that's customized to your business and personalized for your customers.

You get a full-powered marketing solution in radically less time, and for a fraction of the cost of equivalent campaign-management platforms. Here's what we do differently:

PHASE 1

DEPLOY



We meet to understand your unique business and goals.

We capture all your customer and product data, and create a comprehensive data library.

Our AI analyzes all that data in just 36 hours. The start of the personalization process.

PHASE 2

CUSTOMIZE



We configure your marketing scenarios or customer journeys, based on the results of our analysis.

We customize your interface to make it easy to read, and show you how it works.

PHASE 3

OPTIMIZE



We use our AI to test and learn, and fine-tune your solution for optimal results.

Because we're so sure of our AI's ability to find the best timings, routes and content to boost your business, we guarantee performance in writing.

You receive a weekly report and in your customized dashboard you can understand everything Probance is delivering for your business.

You don't have to do any integration or data preparation.

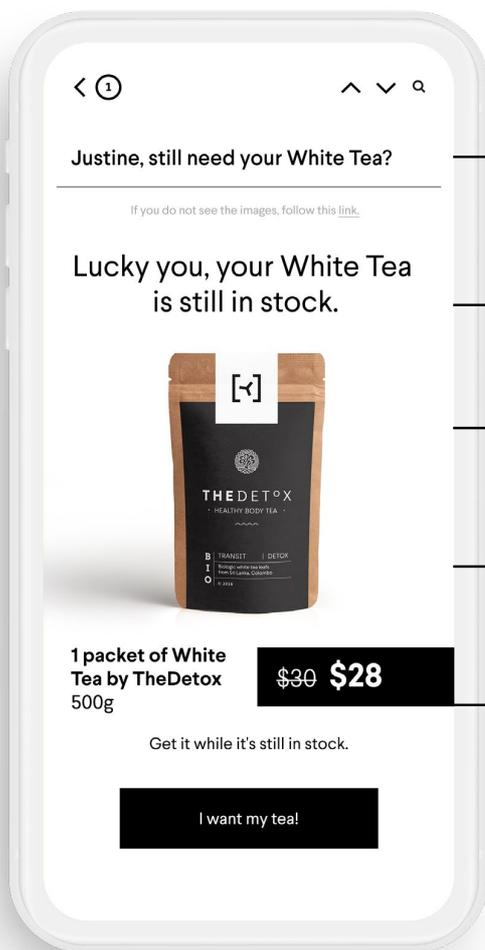
Your marketing solution is fully customized and delivering results in days, not months.

You reap ROI, faster.

We take care of everything, saving you time as well as money.

Details That Make the Difference

To a customer it's simple - an sms reminder, a personalized product recommendation - and it definitely boosts sales. But it takes a lot of data and detail to get right. It also takes work to combine data and content from multiple sources, and design customer journeys to be effective. **The Probance AI handles everything**, delivering personalized marketing with measurable results.



Do you want to:

Show how great your product catalog is with personalized recommendations to each customer?

Remind customers to complete purchases they've abandoned?

Encourage up-sales, cross-sales and repeat purchases?

Trigger experiences throughout the customer lifecycle to boost value over time?

Control marketing pressure to avoid opt-outs?

Probance Ecommerce Essentials automates it all with intelligence, and for less than equivalent marketing automation platforms.

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